



KOBE BUSSAN CO., LTD.



July 24, 2026

Company name:	Kobe Bussan Co., Ltd.
Securities code:	3038
Listing:	Prime Market of Tokyo Stock Exchange
Representative:	Hirokazu Numata, President and Representative Director
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Announcement of the Launch of the New Restaurant Brand “Korean Pub Hansan”

Kobe Bussan Co., Ltd. (the “Company”; headquarters: Kakogawa-shi, Hyogo, Japan; President and Representative Director: Hirokazu Numata) will open its Sannomiya location under its new brand, “Korean Pub Hansan,” in Chuo-ku, Kobe-shi, Hyogo on Thursday, August 6, 2026. Hansan comes from the Korean word 향상 (hangsang), meaning “always.” The name reflects our hope that Korean cuisine will become part of everyday dining in Japan and that customers will enjoy it as something more familiar and accessible.

Signature dishes such as “Savory and Hot Nakgopsae” and “Hansan’s Specialty Bossam with Boiled Pork and Wrap Vegetables” can be ordered in single-person portions. This makes it easier for customers to try dishes they may previously have hesitated to order because of their large serving sizes, with approachable portions and prices that allow them to sample a wide variety of authentic Korean flavors and the latest food trends. We offer a wide selection of beverages, including more than 20 alcoholic beverages such as Korean beer and makgeolli, as well as 18 soft drinks such as Einspänner coffee and Bonbon juice, which are staples in Korea, known for its vibrant café culture. Customers can also enjoy pairing these beverages with desserts such as “Sweet Potato Basque Cheesecake.”

Korean Pub Hansan Sannomiya has a floor area of approximately 90 square meters (27 tsubo) and seating for 48 guests. Based on the concept of “My Seoul, No Passport Required,” the restaurant features a modern interior that blends bricks and concrete to create a sophisticated atmosphere reminiscent of Seongsu, often referred to as the Brooklyn of Korea. While women are the restaurant’s primary target customers, the space has also been designed to provide a comfortable and welcoming atmosphere for male customers. Located within walking distance of major stations on multiple rail lines, the restaurant is easily accessible for lunch or after work, as well as on weekends and holidays. We will continue to open Korean Pub Hansan locations, with the aim of eventually expanding the brand through franchising.

Under the concept of “importing authentic food products directly from around the world,” the Kobe Bussan Group sources authentic products from approximately 600 overseas partner manufacturers. At Korean Pub Hansan, we leverage our relationships with these overseas partner manufacturers to procure authentic seasonings, beverages and other products at low cost. The Group also operates its own food processing plants at 28 locations across Japan and will leverage the nationwide logistics network that supports more than 1,100 Gyomu Super stores to reduce ingredient and logistics costs.

To support people’s daily lives as an integrated food company, we will continue to actively develop our businesses, including the Wholesale & Retail Business centered on Gyomu Super and the Restaurant & Delicatessen Business.



■ Overview of Korean Pub Hansan Sannomiya

Address: Sanko Building 1F, 2-8-6 Kitanagasa dori, Chuo-ku, Kobe-shi, Hyogo, Japan
<https://maps.app.goo.gl/Gf4SigeVdiYXGf7y9>

Directions: 4-minute walk from the west exit of Kobe-sannomiya Station on the Hankyu Railway
5-minute walk from the west exit of Sannomiya Station on the JR Kobe Line

Opening hours: Weekdays: 11:30 a.m. - 3:00 p.m. (Last order: 2:30 p.m.)
5:00 p.m. - 11:00 p.m. (Last order: 10:30 p.m.)
Weekends and holidays: 11:30 a.m. - 11:00 p.m. (Last order: 10:30 p.m.)
Note: Only the lunch menu is available from 11:30 a.m. to 3:00 p.m. on weekdays.
The lunch menu is not available on weekends and holidays.

Seating capacity: 48 seats

Prices excluding tax: Standard menu items: from 290 yen
Lunch menu items: from 980 to 1,480 yen

Website: <https://www.hansan.jp/>

Opening date: Thursday, August 6, 2026

■ For inquiries about this announcement

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